



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/527,734	03/17/2000	Walter A. Rinebold	991097	3093

51500 7590 07/28/2005

PATZIK, FRANK & SAMOTNY LTD.  
150 SOUTH WACKER DRIVE  
SUITE 900  
CHICAGO, IL 60606

EXAMINER

SAX, STEVEN PAUL

ART UNIT	PAPER NUMBER
----------	--------------

2174

DATE MAILED: 07/28/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

*Supplemental*  
**Notice of Allowability**

Application No.

09/527,734

Examiner

Steven P Sax

Applicant(s)

RINEBOLD ET AL.

Art Unit

2174

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Amendment filed 11/10/04 and amendment filed 4/19/05.
2. ☒ The allowed claim(s) is/are 1-15,46-49,52-64 and 67-90.
3. ☒ The drawings filed on 19 April 2005 are accepted by the Examiner.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All    b) ☐ Some\*    c) ☐ None    of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  6. ☒ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☒ Other Response to Rule 312 amendment.

*Steven P Sax*

### **Supplemental Reasons for Allowance**

1. The following is an examiner's statement of reasons for allowance:

The amendment filed 11/10/04 puts the application in condition for allowance by adding to all the independent claims the features allowing the merchants to direct the advertising and business listings/information to greater exposure in localized geographic locations and to display them accordingly based on the selected categories and localized geographic locations. These features, in combination with the ability of the merchants to directly access and modify the advertising and listings/information, within the categorical online system with access to a merchant's information from within the listing and advertising, with monitoring, market analysis, and revenue generation abilities, distinguish over the art.

There are online advertising systems for merchants and businesses, such as Rosen et al, and others which do target local customers such as Hanson et al, but these even in combination together with the merchant access in Ross Jr et al do not show the direct access technique of the present invention's combined features. Also, Berstis et al show targeting advertisements and business information to customers, but again do not show the direct access technique as well as the focus on localized exposure. Furthermore, Trinity Mirror shows targeting local portals to common interests in local communities, but still does not show the combined features of the present invention including the direct access techniques. The features combined as brought out in the amendment filed 11/10/04 are not set forth in the prior art of record.

Art Unit: 2174

Independent claims: 46 amended – system with the features described above. The features combined are not set forth in the prior art of record. 64 amended – method corresponding to claim 46 amended. The features combined are not set forth in the prior art of record. 80 amended – system generally corresponding to claim 46 amended also reciting features including that the revenue generating means comprises fees from coupons. The features combined are not set forth in the prior art of record. 1 amended – system generally corresponding to claim 46 amended also reciting features including extended services means, means for displaying advertising, information and/or business listings for a duration of time, and means for linking the advertising, business listings and/or information to the web pages of others. The features combined are not set forth in the prior art of record. 9 amended - system of claim 1 amended also reciting features including that the revenue generating means comprises fees from coupons. The features combined are not set forth in the prior art of record.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."


2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Steven P Sax whose

Art Unit: 2174

telephone number is 571-272-4072. The examiner can normally be reached on M-F 8:30AM - 5:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kristine Kincaid can be reached on 571-272-4063. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



STEVEN SAX  
PRIMARY EXAMINER

<b>Response to Rule 312 Communication</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/527,734	RINEBOLD ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Steven P Sax	2174	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

1. ☒ The amendment filed on 19 April 2005 under 37 CFR 1.312 has been considered, and has been:

a) ☒ entered.

b) ☐ entered as directed to matters of form not affecting the scope of the invention.

c) ☐ disapproved because the amendment was filed after the payment of the issue fee.

Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1) and the required fee to withdraw the application from issue.

d) ☐ disapproved. See explanation below.

e) ☐ entered in part. See explanation below.

